

AMENDMENT

Unmarked Version

In the Claims:

Presented below is a clean, unmarked version of the pending claims, showing amendments made, if any, by the current response.

✓ /
Please cancel claims 1 and 2, without prejudice.

Please amend the claims as follows:

1 ~~3~~. (Once Amended) A method comprising:

prior to a live, in-person auction, establishing a starting bid for an item in an online environment by performing a pre-auction bidding process in the online environment for a predetermined amount of time; communicating the starting bid for the item to the live, in-person auction; updating bidding information associated with the item to reflect a current bid associated with the item in the live, in-person auction; accepting a bid from an online bidder in the online environment reflecting the online bidder's maximum proxy price; and bidding on behalf of the online bidder against one or more live bidders that are participating in the live, in-person auction based upon the maximum proxy price.

2. A.

A method comprising:

establishing a starting bid for an item for a live portion of an auction by
performing a pre-auction bidding process in an online environment
for a predetermined amount of time;

communicating the starting bid for the item to the live portion of the
auction; and

during the live auction portion of the auction:

updating bidding information associated with the item in the online
environment to reflect a current bid associated with the item
in the live portion of the auction;

accepting a bid from an online bidder in the online environment
reflecting the online bidder's maximum proxy price; and

bidding against one or more live bidders that are present at the live
auction portion of the auction until one of:

the maximum proxy price has been exceeded; and

no further live bids are received.

3.
5.

A computer system comprising:

a storage device having stored therein a one or more routines for
integrating an online bidding process with a live portion of an
auction;

a processor coupled to the storage device for executing the one or more routines to provide feedback to online bidders in an online environment during the live portion of the auction and serve as a proxy bidder for the online bidders, where:

a starting bid is established for an item for the live portion of the auction by performing a pre-auction bidding process in the online environment for a predetermined amount of time;

feedback is provided to the online bidders by updating bidding information associated with the item in the online environment to reflect a current bid associated with the item during the live portion of the auction; and

proxy bidding is accomplished by accepting a bid from one or more of the online bidders reflecting the online bidders' maximum proxy price and bidding on behalf of the one or more online bidders against one or more live bidders participating in the live portion of the auction until the occurrence of one of:

each of the one or more online bidders' maximum proxy price has been exceeded; and

no further live bids are received.

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8. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when

executed by a processor, cause the processor to:

establish a starting bid for an item for a live portion of an auction by
performing a pre-auction bidding process in an online environment
for a predetermined amount of time;

communicate the starting bid for the item to the live portion of the auction;
and

during the live auction portion of the auction:

update bidding information associated with the item in the online
environment to reflect a current bid associated with the item
in the live portion of the auction,

accept a bid from an online bidder in the online environment
reflecting the online bidder's maximum proxy price, and

bid against one or more live bidders that are present at the live
auction portion of the auction until one of:

the maximum proxy price has been exceeded; and

no further live bids are received.